

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

Poster call
U.S. Food Admin.

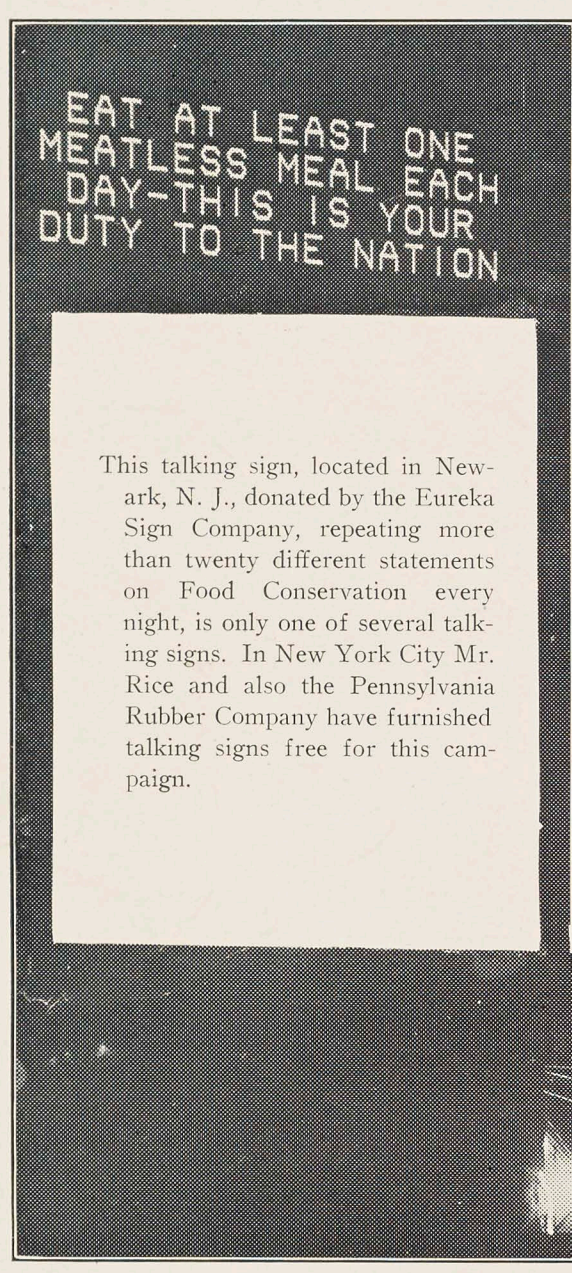
MAY 20 1937

All Public Spirited and Advertising Organizations are Operating in the Drive to Gain the Self-Sacrificing Loyalty of Our People to the U.S. Food Administration

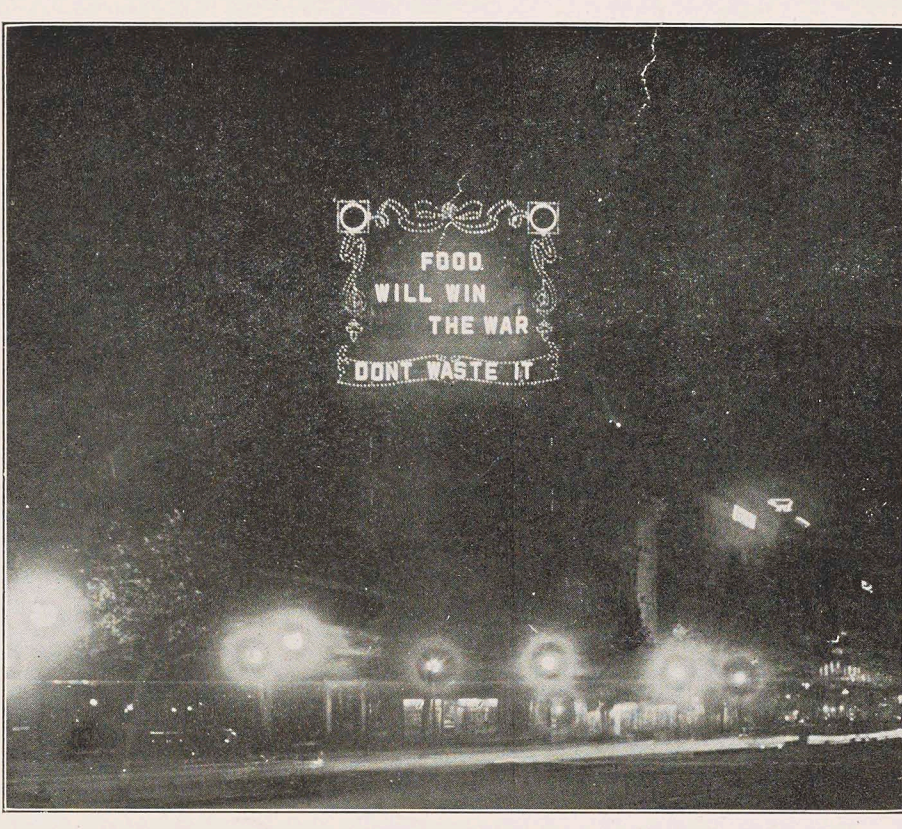
The Campaign Has Resulted in Displays of Effective Design on Every Conceivable Location Favorable for This Use

A Few of the 550 Signs So Far Completed Are Shown on This Page. The Campaign is Nation-wide. 5000 Signs Are Needed—What Can You Do to Help It Along?

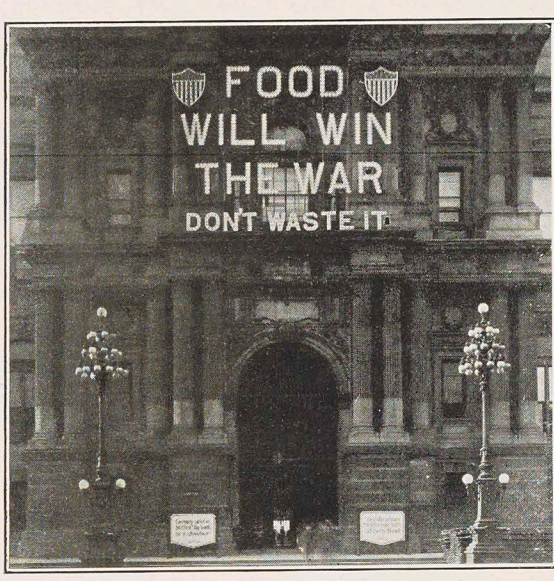
Address: Outdoor Advertising Section, Public Information Division, U. S. Food Administration, Washington, D. C.



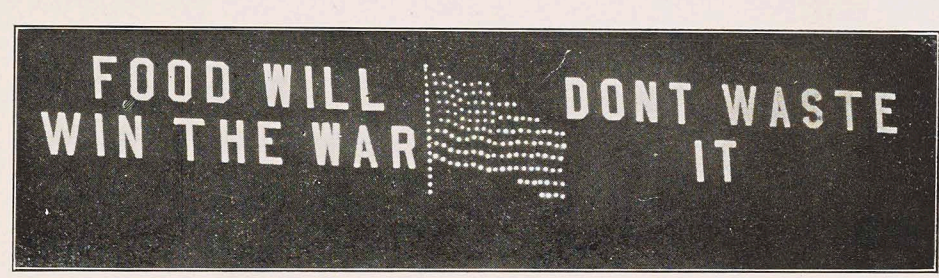
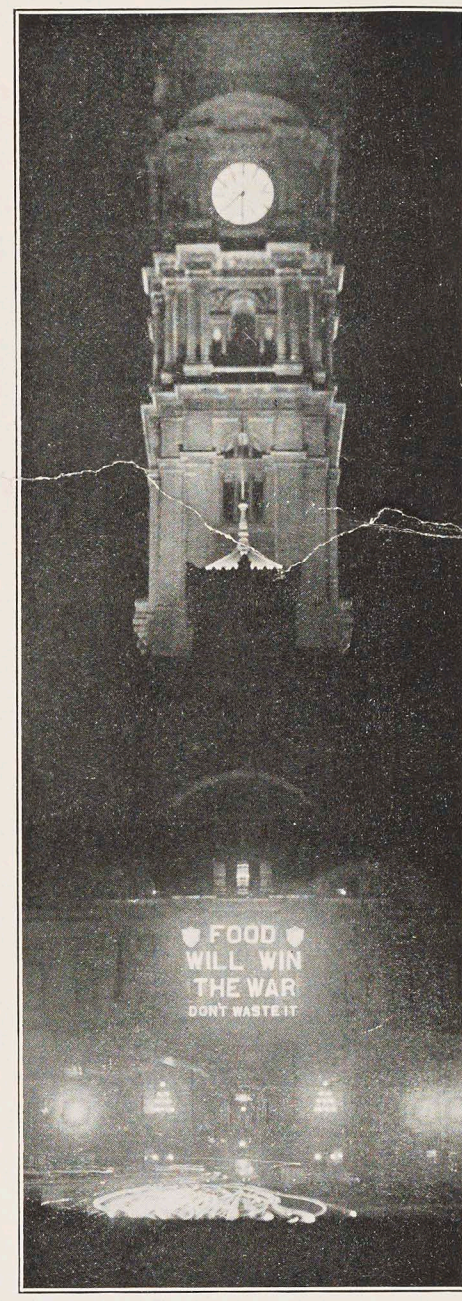
This talking sign, located in Newark, N. J., donated by the Eureka Sign Company, repeating more than twenty different statements on Food Conservation every night, is only one of several talking signs. In New York City Mr. Rice and also the Pennsylvania Rubber Company have furnished talking signs free for this campaign.



The Potomac Electric Power Company, Washington, D. C., donated this spectacular electric sign facing up Pennsylvania Avenue from Seventh Street and can be seen for several blocks.



Philadelphia, the birthplace of liberty, has furnished these two large electric signs on the north and south sides of the City Hall. Above, the day view. To the right burning at night.



Johnson & Johnson have erected this mammoth electric sign on their factory at New Brunswick, N. J., telling Pennsylvania Railroad passengers to help win the war by saving food. It is estimated that between twenty and thirty million people a year will see this sign.



The above shows the Court House grounds at Peoria, Ill., the site of a de luxe Food Conservation bulletin.



Postoffice, Philadelphia, Pa. Benjamin Franklin and a Food Conservation bulletin co-operating in getting the people of the City of Brotherly Love to stand back of the Food Administrator and his program of economy.



The Pittsburgh, Pa., Postoffice is decorated for the term of the war with food slogans.



The above picture shows the beautiful City Hall at New Orleans, La., resplendent with its food conservation design, instructing the civilians of the South in the method of winning the war.



City Hall, Trenton, N. J., (above). The first to fall in line on this kind of food conservation advertising.

Below is another sign in New Orleans, this time on the facade of the large department store, Maison Blanche. This sign is 30 by 120 feet in size.



Chambers of commerce have been instrumental in building many such signs. This is their contribution (below) to the U. S. Food Administration campaign for saving food, located on the Postoffice at New Bedford, Mass.



Not to be outdone by Philadelphia, Boston has contributed many showings, among which are the signs on "The Common" (above) and the "South Station" (below). Railroad companies have permitted valuable space to be used on union stations elsewhere.



South Station, Boston, Mass.